

## REMARKS

The specification has been amended to more clearly describe the structure shown in the drawings and defined in the claims. Figure 2 of the drawings has been amended to correct a duplication of numbers and to add reference numbers to illustrated parts.

In amended claim 1 “slightly” has been removed, the rear walls are defined as sloping rearwardly from vertical less than 15 degrees. The floors, rear walls and dividers maintain the down rods in a stable rearward leaning upright position, clearly visible to the customer, permitting removal of a selected downrod without causing movement of adjacent downrods.

Claim 1 was rejected under 35 USC 103(a) as being unpatentable over Jonathan et al. 3,886,348. Jonathan et al. reveals a lighted display (fluorescent tubes 68 and reflectors 42, 54) for greeting cards and the like. Four product display modules 20 are positioned in upper and lower housings 21, 23. The display modules 20 have a plurality of bin like pockets for receiving cards etc. The rear walls of the pockets slope rearwardly from vertical more than 15 degrees and do not suggest suitability for displaying downrods for ceiling fans. Amended claim 1 clearly defines applicants’ invention over Jonathan et al. by defining

each compartment being unequal in vertical dimension and

a rear wall in each compartment sloping rearwardly from vertical in a bottom to top direction less than 15 degrees.

Claim 1 as amended patentably defines applicants’ invention over the cited art.

Claim 2 defines one section having a vertically short compartment above a vertically taller compartment. This makes it more convenient and safer for stocking, displaying and customer removal of the downrods. Jonathan et al. shows small pockets at the bottom of the

greeting card display fixture. Claim 2 is believed to be allowable for the reasons advanced for allowance of claim 1 and because of its relative dimension definition.

Dependent claim 3 defines each section as having an upper compartment which is shorter than its lower compartment, thus further distinguishing over Jonathan et al.

Dependent claim 4 is believed allowable for the reasons advanced for allowance of claim parent 2.

Dependent claim 5 is believed allowable for the reasons advanced for allowance of parent claim 1.

New dependent claim 6 is believed to be allowable for the reasons advanced for allowance of parent claim 1 and because of its definition of the forward offsetting of the rear wall of the upper compartment relative to the lower compartment. This feature reduces the floor space requirement for the display.

New dependent claim 7 is believed to be allowable for the reasons advanced for allowance of parent claim 1 and because of its defining three side by side sections each being an upper compartment which is vertically shorter than its lower compartment and defining the compartments as being unequal in vertical dimension. Such construction is clearly not taught by the cited art.

For the reasons hereby advanced, a Notice of Allowance is solicited.

Respectfully submitted,



Charles L. Schwab  
Attorney for Applicant  
Registration No. 17,497  
NEXSEN PRUET, LLC  
Post Office Box 10107  
Greenville, SC 29603  
Telephone: (864) 370-2211  
Facsimile: (864) 282-1177

20 October 2004

Amendment to the Drawings:

The attached sheet of drawings includes changes in Figure 2. This sheet, which includes Figures 1 and 2, replaces the original sheet including Figures 1 and 2. In Figure 2 the number 46 has been changed to 58, the number 47 has been changed to 59 and numbers 56 and 57 have been added to designate the floors of compartments 32, 26.

Attachments: Replacement sheet

Annotated Sheet showing changes

